

zoom

TRAINING SESSION

COURSE: Social Media Advanced
DURATION: 2 sessions of 90 minutes
TUTORS: Kevin Gilmartin

OUTLINE:

Programme

- **Latest Trends & Developments**
 - A quick look at newer platforms and recent updates to longer established ones
- **Creating Monitoring Streams & Alerts**
 - Using a social media dashboard such as Hootsuite to sort the signals from the noise
 - Using automation assistants such as IFTTT to create keyword alerts
- **Reaching the right people**
 - Find and engage with your audience
 - Google Trends
- **Developing a Social Media Strategy**
 - Choosing the right objectives and understanding the different options
 - Social Media: Pay to Play
 - Measuring success